

RE: 3 day event at Cabrillo Beach, Sept 14th thru...

Subject: RE: 3 day event at Cabrillo Beach, Sept 14th thru 16th
From: "Bezmalinovich, Augie" <ABezmalinovich@portla.org>
Date: 01/18/2018 05:24 PM
To: Lorena Parker <lparker@sanpedrobid.com>
CC: "Adams-Lopez, Theresa" <TAdams-Lopez@portla.org>, "Baker, Arley" <ABaker@portla.org>, "Sanfield, Phillip" <PSanfield@portla.org>, "Galvin, Michael" <MGalvin@portla.org>, "eswanson@sanpedrochamber.com" <eswanson@sanpedrochamber.com>, "jwilliams@labattleship.com" <jwilliams@labattleship.com>, "Creech, Stacey" <SCreech@portla.org>

I think our trolleys might be busy that weekend doing their regular route and getting folks to/from LobsterFest. I don't think the Cabrillo Beach event is that type of event and besides, we have a Cabrillo Beach stop. I think it's more where everyone comes at once stays the day and leaves at once. I think our opportunity (Chamber and PBID) is to promote our local hotels and local attractions bars/restaurants since their event will close at 10 and perhaps some will want to still go out after that. You and Elise should reach out to Hans to get on his RADAR.

From: Lorena Parker [mailto:lparker@sanpedrobid.com]
Sent: Thursday, January 18, 2018 5:19 PM
To: Bezmalinovich, Augie
Cc: Adams-Lopez, Theresa; Baker, Arley; Sanfield, Phillip; Galvin, Michael; eswanson@sanpedrochamber.com; jwilliams@labattleship.com; Creech, Stacey
Subject: Re: 3 day event at Cabrillo Beach, Sept 14th thru 16th

Would a coordinated trolley moving people back and forth help?

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
**San Pedro Historic Waterfront
Business Improvement District**
390 W. 7th Street | San Pedro, CA 90731
T [310.832.2183](tel:310.832.2183) | F [310.832.0685](tel:310.832.0685)
lparker@sanpedrobid.com
www.sanpedrobid.com

On Thu, Jan 18, 2018 at 4:17 PM, Bezmalinovich, Augie <ABezmalinovich@portla.org> wrote:
All,

I just attend a meeting at Cabrillo Beach where Hans Mulling plans to put on a 3 day "Beach Road Trip" BRT Weekend Caribbean music festival type of event at Cabrillo Beach. He has done this type of events throughout North American and has put them on locally at Palm Spring/Cathedral City and Huntington Beach. He expects 2,500 to 3,000 attendees from all over the US and please see the attachment for further detail. Rec and Parks likes the idea and they are committed in helping him get the proper permits. He does plan on shuttling folks in and unfortunately this is the same weekend that we are planning the LobsterFest in the outer harbor (Berth 46). The majority of his attendees will be housed in the local hotels.

Elise and Lorena,

You should reach out to Hans now and introduce yourself to promote our local area and offer your help. He says that he will put in preferred hotels on his website...

Thanks,
Augie

-----Confidentiality Notice-----

This electronic message transmission contains information from the Port of Los Angeles, which may be confidential. If you are not the intended recipient, be aware that any disclosure, copying, distribution or use of the content of this information is prohibited. If you have received this communication in error, please notify us immediately by e-mail and delete the original message and any attachment without reading or saving in any manner.

-----Confidentiality Notice-----

This electronic message transmission contains information from the Port of Los Angeles, which may be confidential. If you are not the intended recipient, be aware that any disclosure, copying, distribution or use of the content of this information is prohibited. If you have received this communication in error, please notify us immediately by e-mail and delete the original message and any attachment without reading or saving in any manner.